



1. Attendees Phillip Heath, Kieran Hart, Sandra Collings,
Stephen Leonard, Phil Collier, Rebecca Jones, Nathan Morrow, Colin
Garnett.

Apologies Alison Meadows, Simon Craig,

Resignations Cindy Daltoni – Cindy has resigned, but has offered to continue with the
Heritage trail. Rebecca asked the board if they were happy with this, and
the board agreed.
As Simon could not attend tonight and Cindy has resigned, Rebecca has
been asked to Chair and minute the meeting.

2. Reviewing last minutes

Rebecca asked that everyone had read the minutes
and they were a true reflection. All agreed they were.

3. Reviewing last actions

Director interviews – Phil H updated the board that
he and Cindy met with two of the three interested
parties. The representative from the Rock School was
very excited about the prospect of joining and was
planning to attend the open meeting. Dan from
Debenhams also planned to attend the open
meeting. He was very knowledgeable about BID and
Phil H felt he would be a good asset, although time
may be an issue as he lives in Penrith.

Furness Build Society rep – Action Phil H to follow up
with Cindy.

Rest of Action List was reviewed, and carry over items
noted.

4. Financial Report

Stephen attended the meeting as Treasurer and gave
an update to the accounts. It was also agreed that as
the Open Meeting was not the AGM a full financial
meeting was not required, however Stephen would
prepare a one pager, in case any questions were
asked. Action – Stephen to create one pager and to
complete financial parts of Simon's speech.

5. BID Managers Report.

See attached.

Car Show – Press Release. It was agreed that the press release should be released, and can be updated the more that is added. Action – Phil C will send out.

Volunteers so far –

Rotary – Furness Branch

Dave Robinson

Gary Daltoni

20 forms completed so far.

Approaching different car holders to last year.

Businesses have been notified about the road closures.

Tony Callister – Action – Phil C to ask if they can bring the fire engine into the town.

Crafty Hobbies to be approached for the vintage bus.

Action – Phil C

Action - Kieran still to finalise entertainment quotes.

Police are happy to support and be involved.

Soap Box Challenge – 8-9 people currently in the working groups, majority are teachers at present.

Heritage Trails – Phil C showed mock ups of the trail to the board.

Phil C asked for feedback –

Stephen suggested that the map be restyled to allow for room.

Board agreed that the design was definitely along the right lines, and the board agreed that they were happy with Naomi to finish the project as she has started it.

9th April Phil C has a meeting with the new manager of Cumbria tourist centre. She is keen to work out how the tourism can be spread throughout Cumbria as opposed to just focussing within the Lakes.

Distribution of the heritage map – needs to be taken into the Lakes etc.

What print numbers would be advised? Colin advised that when he worked on a similar project for Dalton, they printed 20,000 and ran with a distribution company. Action – Phil C to confirm printing costs.

Colin – need to target the people that the trail will appeal to target the demographic i.e. walking groups within an hour etc. Better than a scattergun approach to distribution.

Helen Houston at Barrow council is moving back into Barrow regeneration dept., potential for her to attend BID meetings as Keith Johnson is unable to attend due to health.

Vacancies – Action – Phil C to email the board the latest spreadsheet for listed empty properties.

Glossies – Progress being made, but as a Marketing manager is now in place, holding back as design etc. may need to be changed (decision of Phil C and Cindy).

Directional signs – New date planned for the end of March. Team that put the signs out are the same team that put the grit out on the roads, so with current weather, jobs have pushed back.

A- Boards – Phil C showed a draft letter to go out to businesses. Phil Huck from Barrow Borough Council has read and agreed.

The board felt that the letter should take a more positive approach. Can we show that BID is there to support the marketing of the business i.e. our website.

Can we give an alternative?

How can we support you with your marketing?

The board didn't feel comfortable with BID being the voice of the campaign, as it could be seen as negative.

Suggestion – Could the letter go out from the Love Barrow Town Centre campaign, with BID as a signatory? Board agreed this was a good idea, and that the letter should be sent out after the open meeting. Action – Phil C to look at reworking.

Northern BID Meeting – Phil C has some actions from the meeting. Rebecca asked how that fell with Phil C leaving his position as Barrow's BID manager. Phil C said that he was happy to follow through and complete as part of his handover to new BID Manager. Phil C also stated that he is passionate about BID and is willing to still support where he can, if the board were happy for this. The board agreed that they were still happy to accept his support.

Kick Out for Dementia – Football activities run by Dan Webber, throughout the town centre for

chance to win tickets. Will run throughout April in the run up to the World Cup. Action – Phil C to follow up and ensure that all correct licensing is in place.

Potential marketing – Toy shops – product out.
Sport shops – Clothing out.

Tour of Britain – Colin, need to look at how BID can fit in. Cycle competitions that kids and parents can take in. Cycle shops to be involved with marketing.

Geoff Ram – Edge 2 funding ends at the end of March – looks like it will be extended for a year, so will give a better timeline to approach Geoff and local speakers. Action – Phil C to continue follow up.

Marie Richards at Barrow Borough Council has been emailed about the flower troughs, currently awaiting a response. Action – Phil C to keep updated.

20p Car Parking – Action – Phil C to contact Phil Huck and clarify that this is place, and which car parks etc.

6. Marketing Manager Appointment.

Kieran introduced Colin Garnett to the board. Colin then gave some background to his career and went through his vision for his first 90 days in role.

Looking at task –

- 1) Discovery – ongoing projects, how we're perceived, what's our customer base.
- 2) Planning
- 3) Delivery

Colin would like to meet with all board directors individually, to see what each individual member wants from him, what their business goal is, etc. Customer profiling and how we can target the marketing to them.

Developing the website – how do we make it work?
What's the user experience?

Digital Marketing – newsletters, Mail Chimp, Social Media – are we talking in the right voice?

Planning –

Barrow online brief

- What the website is there to do
- Is every page needed?
- How do we get local businesses to buy in
- Time line for amending the online project
- Press release to promote Colin, who he is and how he can help them

Car Show – What is the market?

Nostalgia? Kids and Grandparents?

Friday Afternoons – key opportunity for the town.

- Shipyard closes early
- 2 hours without the kids
- The new Saturday for Barrow?
- Grab the contractors before they go home

International women's day – Booklet offers at hairdressers etc.

Advertising – Personal shopper at Debenhams, Bra Fit at M&S

Create a buzz for Barrow – Things to shout about.

The board felt that Colin's review and plans were really positive and the direction that the BID wants to go in.

Colin then left the room.

Kieran then gave an overview of the other candidates.

Look at potentially reducing the BID managers pricing down to pay more for the marketing manager.

The board felt that they would be happy to make Colin an offer, but wanted Simon as Chair to be involved.

Action – Kieran to brief Simon about the board's decision, and that a formal offer would be tabled.

Board agreed that Colin would be invited back into the meeting.

Phil C covered the strategy and Simon's feedback.

Action – Clarify 20 mins car parking detail.

Map – Town map with links to new website.

- Advertisements based on levy payer scale
- Promotions

Colin made a lot of suggestions that could be worked with.

The board agreed that with the discussed changes,

7. Strategy

they were happy with the strategy.

Action – Phil C to complete and send out to board members.

Rebecca will make it more presentation friendly for the open meeting.

Action – Phil C to create a list of completed tasks and ongoing projects.

Board agreed that they would all be at front, present a united front and Simon to lead.

Stick to achievements/projects/and considerations.

- Don't mention rules/membership/financial statements – not an AGM

8. Open Meeting

Phil C then read out Simon's planned statement – Board agreed it was good and just needed a few tweaks.

Current board position – definitely worthwhile having available.

Why do we have high board turnover?

Action – Phil C will tidy statement and add detail.

Tour of Britain – already discussed

Bird feeding – Link we were given, Richard Garnett doesn't exist. Phil Huck is looking into the Bi-laws to see what notices can be put up.

Can work with Huddlehub as they want to run a tidy up campaign. Action – Phil C to follow up.

9. Date of next meeting

10th April, 6pm at JL Winders

